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PATENT  
Appl'n No.: 09/094,949  
Attny Dkt No.: 11032-3002  
*8-5-02*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s): Dwight A. MERRIMAN et al

Appl'n No.: 09/094,949

Filing Date: June 15, 1998

For: METHOD AND APPARATUS FOR  
AUTOMATIC PLACEMENT OF  
ADVERTISING

Group Art Unit: 2166

Examiner: J. Harle

**RECEIVED**  
*FEB 05 2002*  
*Technology Center 2100*

**Commissioner for Patents**  
Washington D.C. 20231

**PRELIMINARY AMENDMENT (CPA)**

SIR:

In response to the final Office Action mailed on July 31, 2001, the period for response having been extended by three months to January 31, 2002 by payment of the requisite extension fee under 37 C.F.R. § 1.136(a), the following amendments and remarks are respectfully submitted:

**In the Claims**

Please cancel all previously pending claims (claims 63-84) without prejudice or waiver as to the underlying subject matter.

Please add the following claims (claims 85-100):